

Communication strategy in the information market media: Regional aspect (on the example Republic of Tatarstan)

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Abstract

According to the concepts of the information society, modern journalism is evolving in the era of widespread computer networks. In the Russian media system, regional media, responding to the needs of the region, implement their functions through the development of communication strategies that help to maintain a stable position in the media market. This is facilitated by the processes of forming and promoting the media brand, increasing the quality of content and its sustainable demand. The brand as a symbolic capital of media forms the target audience represented by the constant consumers of content. Effective forms of solving the problems of stabilizing the media market are strategic communication complexes consisting of activities aimed at consumers and competitors, mutually complementing and strengthening each other, ensuring positioning and maintenance of constructive and open relationships with the target audience. They are implemented in the formats of the Internet representative offices of regional media - a communication environment formed as a result of the processes of coordination of a number of separate media communication and information policies for effective and differentiated achievement of target auditor groups, including role-playing people, with the goal of creating a stable media image of the media, based on the long-term communication strategy. Communication strategies are used to achieve three sets of goals that demonstrate media settings: cognitive, affective and connotative, which are implemented when the patterns are taken into account: the formation of media communication strategies is linked to the media's objectives reflected in the information policy; formation of media communication strategies takes place when solving a set of tasks for creation of a stable media image of the media as the achievement of trust in the form of symbolic media capital on the basis of improving professional skills and organizing a wide access to information and the process of its creation. The success of regional media depends on the precise definition of the most profitable and promising market segments with target recipients, taking into account the proposals of competitors, the formation of a complex of Internet communications with the use of techniques of influence and content promotion.

Keywords

Communication strategies, Internet communications, Internet media representatives, Media market, Regional media

References

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